



WEWS

# ORDER

Flight Dates **09/24/12-10/07/12**

Contract / Revision      **311960 /**  
Original Date / Revision  
                                  09/21/12    09/26/12  
Advertiser **Ohio House Republican Org**  
Agency    **Midwest Communications &**  
Buying Contact  
**49 S Grant Avenue**  
**Columbus, OH 43125**

Product  
**Candidate A**

Agency Com    15%  
Billing Contact  
**7720 Benson Road**  
**Carroll, OH 43112**

Sales Office    WEWSL  
Sales Region   LOC  
Agency Ref

Order Sep            00:20:00

Estimate #  
Alt Order #

Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A25-54  
Rev Codes          POL           POL           CAND  
Product Codes   PL  
Priority               P-2  
Advertiser Ref

Primary Account Executive  
 WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share 100% Market Value 52500

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	24	\$20,655.00	\$24,300.00	0.00
October 2012	28	\$23,970.00	\$28,200.00	0.00
<b>Totals</b>	<b>52</b>	<b>\$44,625.00</b>	<b>\$52,500.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	24	\$20,655.00	\$24,300.00
10/01/12	10/07/12	28	\$23,970.00	\$28,200.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WEWS	09/24/12	10/07/12	M-F 11-1135P Late News M-F 11-1135P Late News	SM	11-1135p	MTWTF--	:30	4	\$2,400.00	P-2	0.00 NM	9	\$21,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	MTWTF--		4				\$2,400.00		0.00		
Week:		10/01/12	10/07/12	MTWTF--		5				\$2,400.00		0.00		
E 2	WEWS	09/24/12	10/07/12		CM	5-6a	MTWTF--	:30	3	\$400.00	P-2	0.00 NM	5	\$2,000.00



**WEWS**

Print Date: 10/03/12

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Contract / Revision      **311960**      Flight Dates **09/24/12-10/07/12**

Hiatus Dates

Original Date / Revision    09/21/12/    09/26/12

Order Sep    00:20:00

Advertiser    **Ohio House Republican Or**    Product **Candidate A**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F GMC 5-6a											
				M-F GMC 5-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					2	\$400.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--					3	\$400.00		0.00			
E 3	WEWS	09/24/12	10/07/12	M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	3	\$550.00	P-2	0.00	NM	7	\$3,850.00
				M-F GMC 6-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					3	\$550.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--					4	\$550.00		0.00			
E 4	WEWS	09/24/12	10/07/12	M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	6	\$3,600.00
				M-F GMA 7-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					3	\$600.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--					3	\$600.00		0.00			
E 5	WEWS	09/24/12	10/07/12	M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$550.00	P-2	0.00	NM	7	\$3,850.00
				M-F 9-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					3	\$550.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--					4	\$550.00		0.00			
E 6	WEWS	09/24/12	10/07/12	M-F 12-1230pm News	CM	12p	MTWTF--	:30	3	\$800.00	P-2	0.00	NM	6	\$4,800.00
				12pNews											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					3	\$800.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--					3	\$800.00		0.00			
E 7	WEWS	09/24/12	10/07/12	M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$1,300.00	P-2	0.00	NM	8	\$10,400.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--					4	\$1,300.00		0.00			
		Week: 10/01/12	10/07/12	MTWTF--					4	\$1,300.00		0.00			
E 8	WEWS	09/24/12	10/07/12	SA-SU GMA 8-9a	CM	8-9a	-----SS	:30	2	\$600.00	P-2	0.00	NM	4	\$2,400.00
				SA-SU GMA 8-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----SS					2	\$600.00		0.00			
		Week: 10/01/12	10/07/12	-----SS					2	\$600.00		0.00			
													Totals	52	\$52,500.00